DOCKET NO.: **BA-0330 PATENT

Application No.: 09/870,538 **Office Action Dated:** June 26, 2009

Amendments to the Specification:

Please amend the paragraph of the specification starting on page 2, line 22, and ending on page 3, line 6, as follows:

Some of these applications are already being offered. In Japan, the ALAN Corporation offers a service name Q-PHON in which a coupon with a bar-code is displayed on an I-mode phone and the consumer can use the coupon by presenting the phone. The bar-code serves as a means of validating the coupon. While this service is exciting, it also presents some of the shortcomings of the presently available services. As has been described, with over 100,000 registered subscribers, access to the service can be slow at times and patience is recommended. ("Barcoded E-Tickets and Coupons on i-mode", Mobile Media Japan, http://www.mobilemediajapan.com/newsdesk/q-phon,

http[COLON][SLASH][SLASH]www[DOT]mobilemediajapan[DOT]com[SLASH]newsdesk[SLASH] q-phon, May 7, 2001). This recommendation presents no consolation to a consumer attempting to enter the theater before the beginning of the first act. A hardcopy ticket which the consumer could obtain before the event would be desirable.

Please amend the paragraph of the specification starting on page 3, line 7, and ending on page 3, line 11, as follows:

A different approach to the providing of tickets via the Internet is used by TicketMaster.com TicketMaster online ticketing service. Using that service, the consumer can order a ticket for an event and have the ticket mailed or retrieve the ticket at the "will-call" window. The convenience of purchasing a ticket just before the event or of not having to wait in a queue if the ticket is purchased several days before the event is not provided.

Please amend the paragraph of the specification starting on page 14, line 17, and ending on page 15, line 22, as follows:

Referring to FIG. 3A, in one embodiment, the mobile device 10 is a WAP enabled device as shown in FIGS. 14A and 14B and the receiving server 17 is the service server 50. After selecting the WAP services mode as shown in FIG. 14B, the user can then select bookmarks or the micro browser. Referring to FIGS. 3A and 14B, when the user of the

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mobile device 10, the device 10 being in the Web access mode as shown in FIG. 14B, selects a bookmark, MyTickets.com MyTickets web site for example, from the user's bookmarks, a WAP request is transmitted by the device 10 through the network 20 and is converted by the WAP Gateway (not shown) to a Web request which is transmitted to the service server 70. The MyTickets web site (not shown) MyTickets.com resides at the service server 70. The service server 70 transmits back a response through the WAP Gateway and the network 20 to the micro browser in the device 10. Through a series of requests and responses, the user selects an event (step 100, FIG. 8). Through another series of requests and responses, at the service server 70, availability of tickets for the event is verified (which could involve accessing other servers which are not shown) and available seats are identified; the user selects a seating location and selects to purchase the tickets. The request to purchase the tickets results in a response informing the user that the user will view pages over a secure connection which will involve the transaction server 80. The user, then, through a series of requests and responses, provides billing information (transaction data) 120, either by entering by entering the data (credit card number and expiration date, billing address, etc.) or referring to data previously stored at the service server 70 or the transaction server 80, reviews the selection and completes the transaction (step 130, FIG. 8). This completes the processing of the order for the tickets (step 110, FIG. 8). At that point in the process, a message can be sent, from the service server 70, to the mobile device 10 confirming that the request for the ticket has been completed (step 145, FIG. 8). That message can contain information to ensure that, in the event that the permanent record is lost, the user can still obtain the service. The message could be electronic mail, an SMS service message, or any other form of electronic message. Also at this point in the method, the data for the service 165 is provided to the printing server 50 (step 140, FIG. 8). The ticket data 65 comprises an event name, an event date, seating information, a ticket price, security information, and an advertisement or logo. The transmission between the service server 70 and the printing server 50 occurs via the TCP/IP network 60.

Please amend the paragraph of the specification starting on page 16, line 18, and ending on page 175, line 6, as follows:

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Referring to FIG. 5A, in one embodiment, the mobile device 10 is a WAP enabled device as shown in FIGS. 14A and 14B, the receiving server 17 is the service server 70 and the location data 185 (FIG. 9) is provided by a device based method, namely a GPS system 90. After selecting the WAP services mode as shown in FIG. 14B, the user can then select bookmarks or the micro browser. Referring to FIGS. 3A and 14B, when the user of the mobile device 10, the device 10 being in the Web access mode as shown in FIG. 14B, selects a bookmark, MyCoupons.com MyCoupons web site for example, from the user's bookmarks, a WAP request is transmitted by the device 10 through the network 20 and is converted by the WAP Gateway (not shown) to a Web request which is transmitted to the service server 70. The MyCoupons web site (not shown) MyCoupons.com resides at the service server 70. The service server 70 transmits back a response through the WAP Gateway and the network 20 to the micro browser in the device 10. Through a sequence of requests and responses, the user accesses the user's account at MyCoupons.com the MyCoupons web site. Referring to FIG. 9, through the sequence of requests and responses, a request for coupons is received at the service server 70 (step 205).